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App Store Optimization

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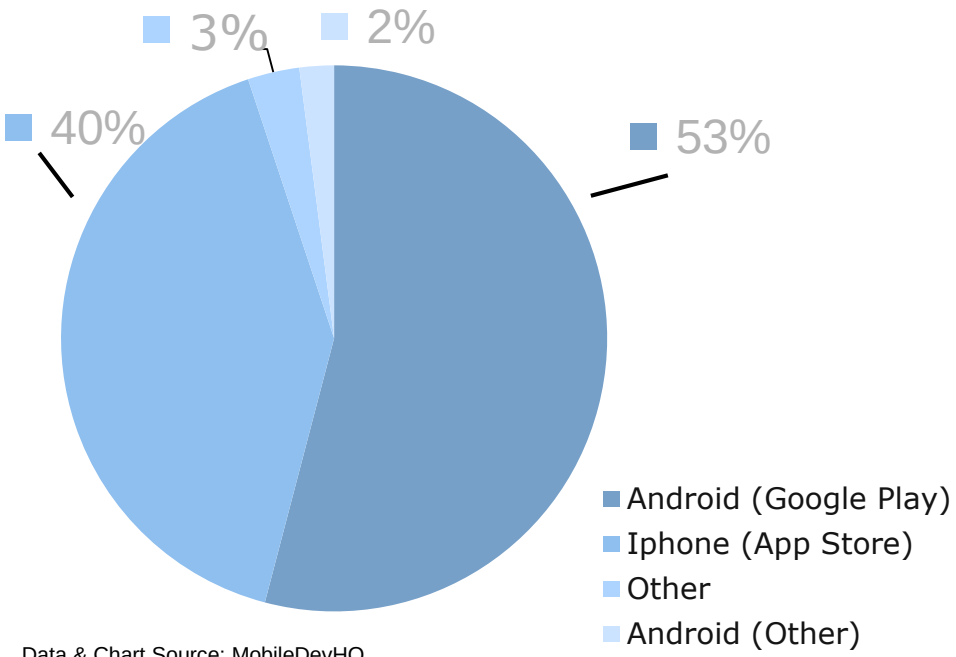
What is (ASO) App Store Optimization?

“ App Store Optimization is the process of driving more downloads for an app by rising in the app stores search results”

Why ASO Matters: Latest Research

% of U.S. Smartphone users by device and App Store



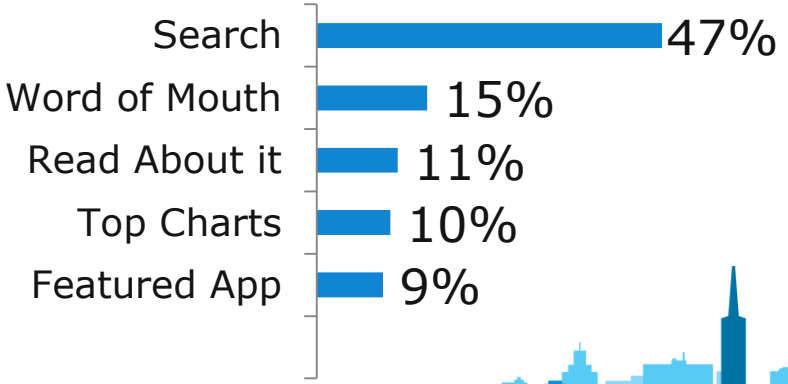
Data & Chart Source: MobileDevHQ
- "How Users Find Apps"

53% of Android users

and 47% of iOS users

found the last app they
downloaded through **app store search**

Where U.S. Iphone users found the last App they downloaded



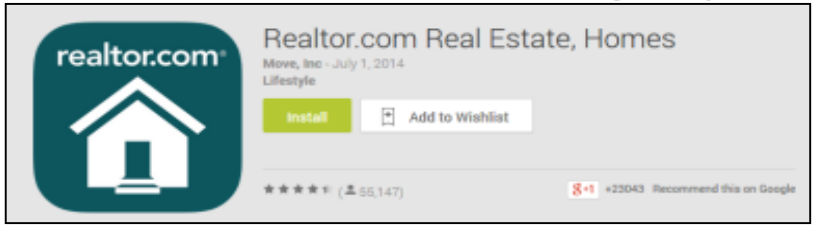
Business Challenge: Improve App Store Search & Installs

Solution: ASO Testing Research

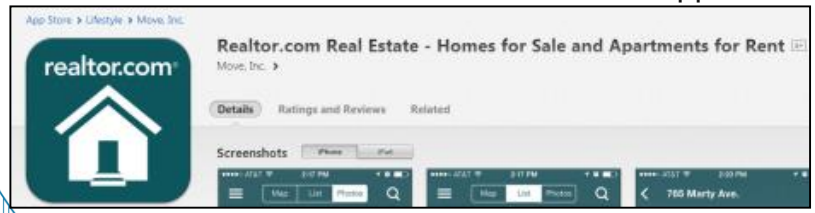
Before

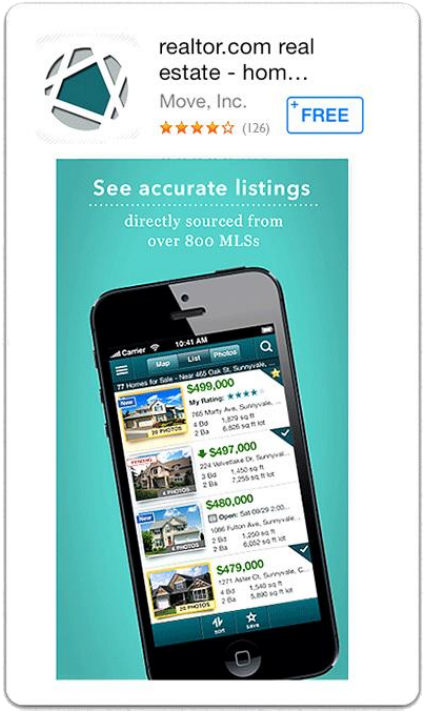
After

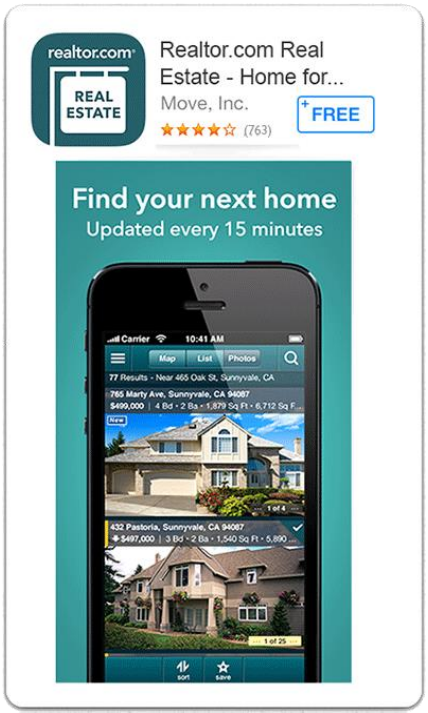
Google Play Store



Apple Store



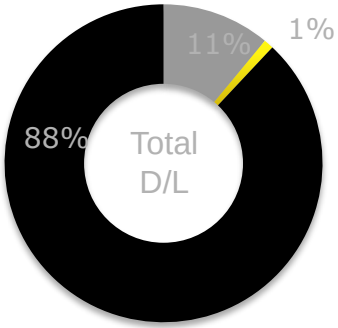


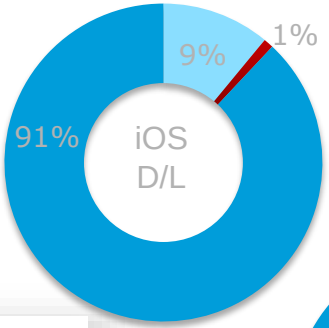


A/B Testing Example

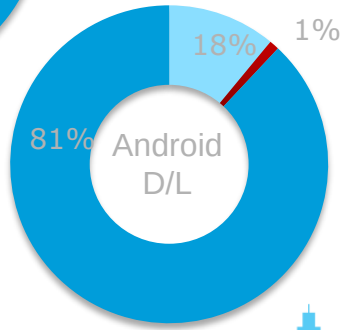
Results: ASO Work

- **88%** of total downloads came from **organic search**
- **12%** of total downloads came from **paid initiatives**
- **10% less spend on iOS** downloads than Android
- **81% more iOS downloads** than Android





In-app Paid
SEM/House Ad
Organic



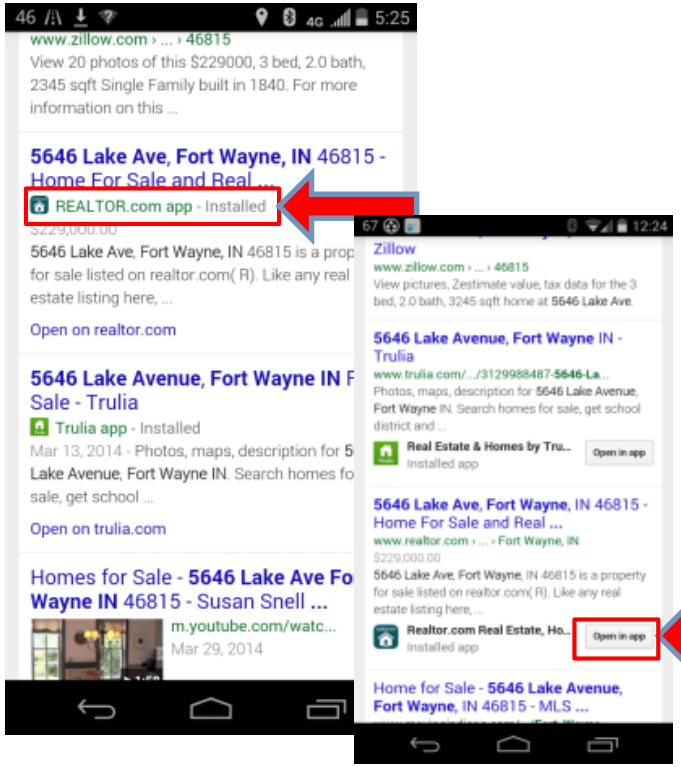
Google Play Keyword Rank

Keyword	January 2013	April 2013
'houses'	102	3
'homes'	272	7
'real estate'	1	1
'real estate apps'	1	1
'homes for sale'	2	1
'houses for sale'	2	2
'open houses'	137	2

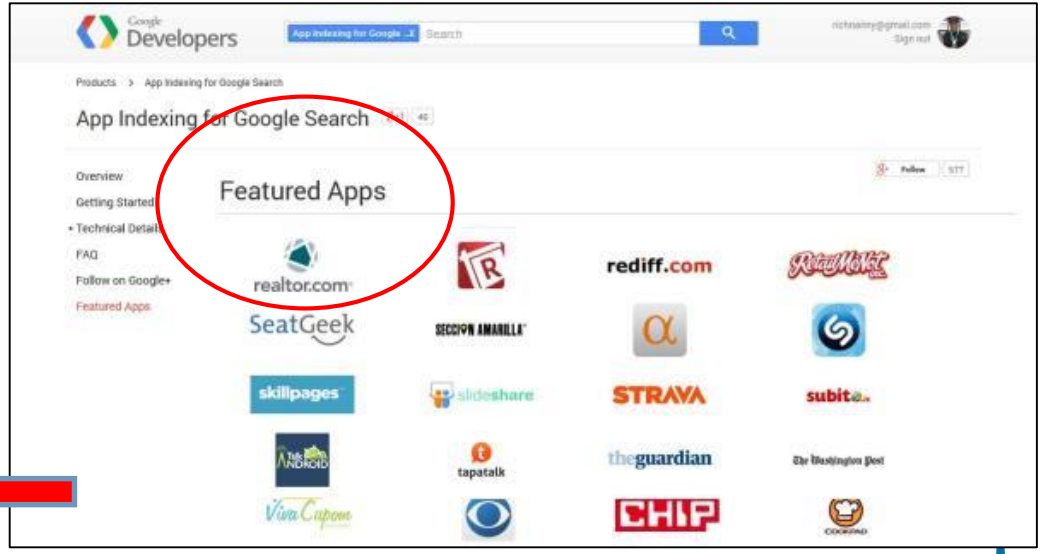
iTunes Keyword Rank

Keywords	January 2013	April 2013
'houses'	4	2
'homes'	4	2
'real estate'	3	1
'real estate apps'	3	1
'homes for sale'	2	1
'houses for sale'	2	1
'open houses'	1	1

App Deep Linking: App Indexing



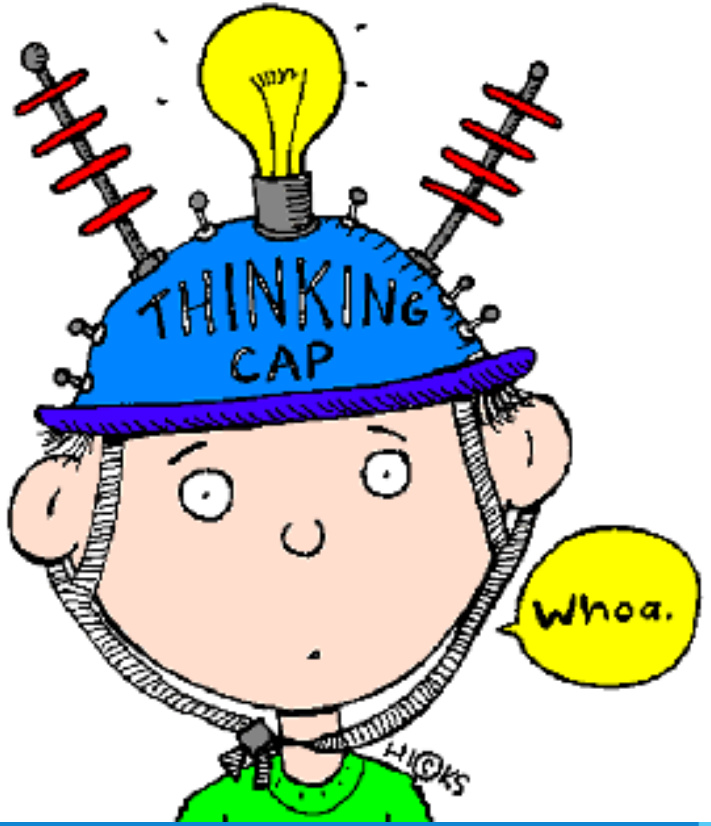
Importance of being a first Mover!!!



Future iSO8 ASO Opportunities

1. New Video Previews
2. Two Screenshots instead of One
3. Search & Discoverability Improvements
    - Explore
    - Trending Searches
    - Related Suggestions
4. Continuous Scrolling
5. App Bundles

Take Always & How You Can Do This Too



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Thank You

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